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COUNTRY : Colombia

SUBJECT : Successful European Bid for Refrigeration Equipment Due to Long Term Payment.

DATE

ACQUIRED: [REDACTED]

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SOURCE :

1. [REDACTED]

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"Slaughterhouses: The project for Manizales is out because these people have almost closed the deal with a European firm who will sell to them the complete slaughterhouse with a 5-year term for paying it up. This sort of easy terms is very common now from European firms and it constitutes very serious competition, since customers here go for this type of deal. Of course, these customers are buying easy terms rather than good equipment, but this has done harm to representatives of US firms who do not wish to listen to any plans of easy terms. The local Bogota banks are not interested either in arranging long term credits as those offered by European firms.

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"The projects for Cartagena and Medellin are still open. [REDACTED] the Medellin slaughterhouse will go into the study of the refrigeration equipment by July. The Cartagena project is still on the very early stages..."

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2.

[REDACTED] the European firm mentioned above or the country represented. Most likely, the firm is either in Germany (FR) or Sweden, from where our principal European competition has come from Colombia.

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